

27 August 1976

MEMORANDUM FOR: Deputy Director of Central Intelligence

SUBJECT : CIA Internal Newsletter

A house organ for the CIA, a periodical newsletter to provide internal communication, a forum for management announcements and employee comment -- all of these are ideas whose time has been long in coming. In my judgement, and in that of colleagues with whom I consulted briefly in the preparation of this preliminary comment, the time has indeed come for the Agency to establish an organ of internal communication which would be consistent with the new look in Agency organization and management, with the developing relationships within the intelligence community, and with the need to remove unnecessary internal barriers as a way of better understanding the problems of public accountability which have been besetting us.

There is no question that the sheer size of the Agency, the variety of functions performed by Agency employees, the high professional competence characteristic of this organization, and the intrinsic importance and interest of our work, are all factors that favor establishment and continued publication of an internal newsletter.

STATSPEC I have not had a chance to conduct a thorough inquiry into all currently available internal publications. The most prominent one is the recently originated "DDA Exchange", but there is also a [REDACTED] newsletter, an Employee Bulletin and there used to be a Support Bulletin. On the face of it, it appears to me that much, if not all, of what is now treated separately could be consolidated into one publication. In my view, a bi-monthly newsletter would fit our needs; to publish more frequently would probably mean a more elaborate staff than we should devote to this enterprise, and less frequent publication would deprive the newsletter of its essential topicality.

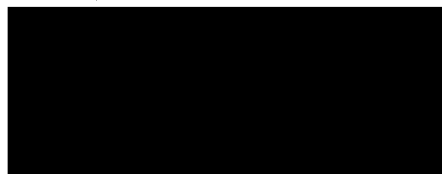
The "DDA Exchange" is a natural foundation for the Agency newsletter, and I hope that DDA would look with favor on expanding their publication to a more general format. It is a little early to go into details of production and appearance, but as an illustration of my thinking, I would suggest a

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somewhat less glossy newsletter. It would be useful to have a publication that could be taken home and shared with others outside the Agency, but I think it is quite unrealistic to conceive of an unclassified publication, and in that regard, the format of the "DDA Exchange" provides a good precedent.

The staffing pattern should reflect the necessity for substantive input from all components of the Agency. There should be, however, effective editorial control by a small full-time editorial staff. The newsletter can continue to be published out of the DDA, although some thought might be given to having the editorial office located in DCI, since a house organ of a federal agency is essentially a management-oriented publication, more so than its counterpart in private industry. Incidentally, that is not to say that the newsletter should not be a forum for staff views or, for that matter, management-employee discussion, but it is unrealistic to think of it in terms of a channel for dissent or direct criticism.

As we develop plans for a newsletter, we may also wish to look at the broader question of media services in the Agency and their application to internal communication techniques and procedures. Specifically, for instance, I have in mind possible expansion of utilizing video tape recording techniques to internal communications at Headquarters and with stations abroad.



Assistant to the Director

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cc: DCI  
DDA  
Comptroller

DDI Registry  
File 0+M

AGENCY NEWSLETTERS - SUMMARY

DDO

No informational newsletters published

DDS&T

OTS - news and technical paper - quarterly - distributed  
to Hqs. and field personnel

NPIC - monthly newsletter - sometimes slips to 6 or 8 weeks

Under consideration - DDS&T Career Service Newsletter  
re policy, reassignment of senior personnel, etc.


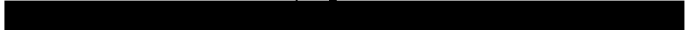
DDI

(cy. att.)

DDI newsletter - published semiannually - SECRET- aimed  
toward DDI reps abroad, seen by DDI Analysts

CRS Information Services Bulletin - SECRET - published  
monthly - describes major general purpose and  
specialized files available to users of CRS

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 Newsletter - SECRET - published monthly - includes  
policy, administrative, personnel, and substantive  
news to 

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OER Highlights - SECRET - published monthly - includes  
policy, administrative, personnel, and substantive  
news